

Indiana Arts Commission
Executive Committee Meeting
IAC Offices, 505N, Indiana Government Center
Wednesday, November 20, 2019, 10 a.m.

Allen Platt, Chair

Minutes

Members Present:

Members Via Teleconference: Ruth Ann Cowling, Allen Platt

Members Absent: Alberta Barker, Nancy Stewart, Anne Valentine

IAC Staff Present: Bridget Eckert, Miah Michaelson, Stephanie Pfendler, Paige Sharp, Chapin Schnick

- 1) **Welcome and Introductions.** Indiana Arts Commission (IAC) Chair, Allen Platt, convened the Executive Committee meeting at 10:00 a.m. and asked for all present to introduce themselves. It was noted due to a lack of quorum the Committee would discuss items and reconvene for formal motions and approvals on action items in December.
- 2) **Approval of Agenda and September 4, 2019 Meeting Minutes.** Mr. Platt presented the meeting agenda and September 4, 2019 meeting minutes and asked for any notes or edits. Hearing none the Committee will formally approve the minutes when reconvened in December.
- 3) **Financials.**
 - a. **October FY2020.** IAC Deputy Director, Miah Michaelson, presented the Comparative Budget Financial Statement (attached) for the period ending October 2019 and noted the overage in line item .1 (personnel) is due, in part, to former Director of Marketing, Rex Van Zant's retirement payout. Ms. Michaelson noted she has placed federal funds into the personnel line item and if the amount is not made up throughout the year we can certainly utilize the reserve to balance the overage. Ms. Michaelson reminded the Committee of accounting limitations which do not allow funds in line items .2 through .9 to flow up into line item .1. Mr. Platt asked for any questions. Hearing none the Committee will approve when reconvened in December.
 - b. **Cultural trust activity and other investments.** Ms. Michaelson presented the Cultural Trust Financial Update (attached) and noted a fund balance of \$3,619,626.98 as of September 30, 2019. The status of current investments and the continued decline in plate sales were also noted. IAC Director of Marketing, Bridget Eckert, addressed decreased plate sales noting marketing strategies are being discussed. Ms. Michaelson added that part of how we market is how we spend the funds and it may follow that elevating the visibility of the use of those funds includes changing the focus of the use. Ms. Sharp suggested utilizing crowdsourcing to understand what the funds should be used for and added this might also invigorate interest by being included in that decision. Mr. Platt noted the large social media potential in sharing and connecting with other plate purchasers, partners and the IAC. Ms. Michaelson concurred with Mr. Platt on the social media potential and added thought into the marketing campaign has included video shorts on why people have the plate amongst other ideas.
- 4) **Office of the Governor.**
 - a. **Appointment Priorities and Vacancies.** It was noted Ruth Ann Cowling was contacted by the Office of the Governor and notified of her reappointment. Ms. Michaelson added we would seek to find out the status of other reappointments and suggested appointments.
 - b. **Call for prospective commissioners, emphasis on diversity.** Ms. Michaelson noted the agency is always taking commissioner ideas for nominees with an emphasis on diversity. Mr. Platt noted he spoke with IAC Executive Director Lewis Ricci after the Indiana Arts Homecoming (IAH) about a

session talking point that suggested we should look around the room and be uncomfortable if we do not see diversity in our staffs, boards and circles of influence. He continued on being deliberate and dedicated to ensuring we have these different perspectives and for the arts, if anywhere, we need to lead that as a community by continuing to say this is an obligation to have diverse discussions. Ms. Michaelsen noted that while decisions are ultimately made by the Governor, Mr. Ricci has continued to reiterate to the Governor's office that diversity is important to the Commission.

5) Personnel.

- a. **Butler University Intern.** Ms. Michaelsen noted the agency is working with Butler University to identify a work-study intern and discussed challenges with identifying qualified candidates in the undergraduate program since the need for interns who are doing advanced work is integral.

6) Advocacy Look Forward.

- a. **Arts Homecoming 2019 follow-up.** Ms. Michaelsen reported on the reach of the 2019 Indiana Arts Homecoming (IAH) noting the event brought 340 attendees from 51 counties which provided representation from over half the state. Ms. Michaelsen continued that the 114 scholarships representing 38 counties helped us with increased diversity and attendance from the southern part of the state. It was noted the racial and ethnic breakdown of attendees reflects a positive move forward with room to work and grow. The greatest number of participant types were from arts organizations and individual artists and it was noted from a delivery standpoint we need to make sure content is serving both of these constituent groups. Evaluation comments were presented. Mr. Platt suggested digging in on this content at the quarterly meeting to see common themes and concerns attendees raised. Ms. Michaelsen concurred on the value of going deeper into this discussion and noted the content would be more robust with comment threads and where the Commission was challenged for the quarterly meeting.
- b. **Arts engagement tour and Arts Homecoming 2020.** Ms. Michaelsen discussed the engagement tour schedule and noted tying the tour to the quarterly business meeting in Evansville was a successful model to continue as it allowed Commissioners to be engaged. The next tour will be coordinated with the March quarterly meeting in Wabash with guidance from the Honeywell Center in Wabash and Arts United in Fort Wayne to determine logistics with possible organization and artist studio visits and a town hall. She continued the June quarterly meeting will be held in northern Indianapolis, the September meeting is being considered for South Bend, and the December meeting is scheduled for Jeffersonville. It was noted because the On Ramp program will be held in Lafayette in May of 2020, communications and programs will be focused here during that time. She continued that the tours will culminate in Columbus at the 2020 IAH which is focused on storytelling with an under layer of advocacy components and may include a gubernatorial forum. She continued that advocacy will be front and center through 2020 with the tours and IAH to position the Commission for the next budget session in FY 2021.

7) Current Strategic Plan – Progress to date. Ms. Michaelsen presented the strategic plan activity report (attached) for Committee review. Mr. Platt questioned if we felt we are where we thought we would be at this point in the plan. Ms. Michaelsen noted the Commission has really worked this plan hard in the past few years and noted accomplishments related to community engagement and Inclusion, Diversity, Equity and Access (IDE) work, amongst other things. She continued that you can certainly see in the activities report where progress is being made and where it is not. Since the plan runs through 2021, going deeper in areas we are already working instead of going into new territory would probably be the focus considering staff time and resources. It was noted that through the help of Metris we can understand whether or not these activities were accomplished, lingering areas we haven't touched on, and areas of exploration for the next plan. Understanding whether or not these activities relate to accomplishing plan goals is part of this evaluation. Mr. Platt questioned if this will be specifically discussed at the December meeting. Ms. Michaelsen noted Metris consultants will be presenting at the meeting and suggested perhaps pairing the activities with the evaluation would provide more meaning. Ms. Sharp noted if Mr. Platt would like to adjust the agenda for this meeting to

put the strategic plan discussion with the Metris presentation that might be a more organic approach. Mr. Platt noted that having a greater understanding of staff capacity and time, resources or other reasons why certain goals were not achieved will be helpful as we craft a new plan. Ms. Sharp noted that going through a step by step ladder process to get through the elements of the strategic plan and deepening and widening those areas takes a lot of time, consideration and effort as well as analysis of entry points and goals as it relates to all IAC programs. Community engagement work into IDEA work is one such long term scaffolding effect.

9) Up-coming Top-Tier Plan Overview.

a. Work plan/Timeline – changes from September document. Ms. Michaelsen presented the Top-Tier Planning Timeline and Work Plan (attached) and noted because Mr. Ricci's retirement coincides with a new strategic plan, developing mission, vision and values along with the top tier goals, in lieu of a completely developed plan will allow new leadership ownership of the plan while it helps to guide the selection process for a new executive director. Mr. Platt agreed that allowing an incoming director ownership of the plan will be a big part of its success.

8) Programs, Grants and Services.

a. Amended Guidelines for Approval. Ms. Sharp noted guidelines were discussed in length at the Programs, Grants and Services Committee meeting. She presented all guidelines as listed below with brief notes.

i. Regional Initiative Grants. The FY 2021 Arts Organization Support I and Arts Project support grant guidelines (attached) were submitted to the Committee for approval. It was noted AOSII and AOSIII guidelines are not included since they are on a two year cycle.

ii. Cultural District Program. The 2021 Cultural District designation guidelines were presented to the Committee for approval. Ms. Sharp noted the incorporation of capacity building opportunities through spotlight communities and the creative community pathway.

iii. Cultural District Funding. The CY 2020 Cultural District Funding Request guidelines were presented to the committee for approval. Ms. Sharp noted funding can be applied for by designated districts to actualize the consortium work plan.

Ms. Cowling questioned processes for getting information on grant deadlines and sending that information to arts organizations. Ms. Sharp noted that the Regional Arts partnership empowers us to get to the local level by administering all of the IAC information out to their networks. In addition, marketing will be launching a creative community email that will be embracing all of this information to be sent to partners. Ms. Sharp noted outcomes statistics for each region provides information on areas where they need to increase their reach. Commissioners were also encouraged to share that information in their networks through personal communications or social media.

b. Grants for approval.

i. Arts in the Parks and State Historic Sites (APHS). Ms. Sharp presented the 2020 APHS funding recommendations for committee approval (attached). She noted of 76 total applicants 72 are being recommended for funding.

All action items listed above were agreed to by consensus to be formally approved when the Committee is reconvened in December.

9) Outcomes Evaluation Consultant Next Steps. Metris consultants will be presenting at the quarterly business meeting to discuss evaluation of success of the strategic plan. It was noted Commission feedback is integral in this process. Metris will be meeting with staff for training the following week. Ms. Michaelsen noted as discussed earlier in the meeting, in terms of capacity related to the strategic plan sometimes we are discussing the number of staff and sometimes we are discussing what staff has the capacity to do. Understanding that assessment will give the Commission a sense of where we may need additional resources going forward.

10) Executive Leadership Transition Guiding Group. Mr. Platt noted that the agency is in the preliminary stages of transitioning executive leadership.

- 9) **Old Business.** Mr. Platt noted he and Ms. Cowling met with their Region 10 Partner, Elsa Conboy, with Hanover College to hear about her experiences and discuss challenges and areas in the region that may need a concerted effort to reach. Mr. Platt noted she was complimentary of the IAC staff and felt well supported in the work. Ms. Cowling added the Region 12 Partner is working on social media and web page presence to better communicate information. Ms. Michaelsen thanked Mr. Platt and Ms. Cowling for modeling the behavior we want of other commissioners.
- 10) **New Business.** Ms. Cowling noted she met with the PACE program school in her region and provided notes on the review process and evaluation workbook.
- 11) **Adjourn.** Mr. Platt adjourned the meeting by committee consensus at 10:58 a.m.